



STAN STATHAM  
PRESIDENT/CEO

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August 19, 2005

Ms. Luisa Menchaca  
Chief, Legal Division  
Fair Political Practices Commission  
P.O. Box 807  
Sacramento, CA 95812-0807

Dear Ms. Menchaca:

As a result of regulations adopted by the Commission in regards to disclosures in ballot advertising (Government Code sections 84503 and 84506), political consultants are moving their advertising buys away from radio to media that can disclose the required information in a less intrusive manner.

As you can imagine, depending upon the committee names and the amount of large donors involved, the disclosure in a audio ad for a ballot proposition could consume an entire 30 second spot. This puts radio at a competitive disadvantage to other advertising channels such as print, direct mail, etc.

I would like to request this issue be placed on your agenda for regulatory review to determine if there are ways to accomplish the intent of the regulation without disturbing the marketplace. Perhaps the use of 800 numbers and/or web sites could be considered.

If you have any questions, please do not hesitate to contact me or my executive staff: Mark Powers and Joe Berry.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stan Statham', is written over the word 'Sincerely,'.  

Stan Statham